



ON AIR

WEEKEND UPDATE

DOGE ON SNL

067 / 08 MAY 2021 / DOGECOIN / COMMON

THE WORLD IS WATCHING.

On 8 May 2021, Elon Musk hosted NBC's Saturday Night Live, with Miley Cyrus as musical guest. For Dogecoin followers, the booking turned a late-night comedy programme into an anticipated crypto event. The card uses the episode's US broadcast date; its 11:30 p.m. Eastern start was already 9 May in UTC.

Enthusiasts had spent days waiting to hear what Musk would say. His tweets had helped draw attention to a cryptocurrency that began as an internet joke. The television appearance brought that speculation into a familiar entertainment format, where a coin could be discussed, promoted and mocked in the same conversation.

During Weekend Update, Musk played the fictional financial expert Lloyd Ostertag. The segment repeatedly returned to the question of what Dogecoin actually was. When Michael Che described it as a hustle, Musk agreed with the punchline, 'Yeah, it's a hustle.' It was an exchange within a comedy sketch.

Reuters reported the following day that Dogecoin traded as low as \$0.416 on Binance, about 36% below roughly \$0.65 before the show, before recovering some ground. Those figures describe a particular exchange and reporting window. The timing does not establish one joke as the sole cause of every price move, or make celebrity attention a guarantee of gains.

The artwork holds the moment at the curtain: a suited Doge waiting beside a brightly lit television set. This anthropomorphic character and backstage scene are fictional, visualising a meme's encounter with mainstream attention. The card commemorates the anticipation and cultural crossover around that broadcast, rather than promising an outcome for the coin.

DETAILS IN THE ART

01 THE ON AIR SIGN

The illuminated sign marks the threshold of live television. It anchors the scene to the broadcast moment, while the exact sign and backstage view are illustrative inventions.

02 THE WEEKEND UPDATE DESK

The desk names the segment where Musk played Lloyd Ostertag and discussed Dogecoin. The recognisable setting is an artistic interpretation, not a frame copied from the broadcast.

03 THE STUDIO CAMERAS

The cameras turn the empty desk into a scene prepared for an audience. Their placement symbolises television's reach; it does not document the actual studio's equipment or floor plan.

04 DOGE AT THE CURTAIN

The suit and curtain place the meme in a performer's waiting position. Doge is a fictional stand-in for the coin's public moment; no real dog on the SNL set is being depicted.

SOURCE & ART NOTE

Sources: SNL's official Weekend Update clip; NBC/Peacock's episode record; Reuters' 9 May 2021 report. The anthropomorphic Doge, backstage scene and props are illustrative fiction, not documentary evidence of a dog on set. THE WORLD IS WATCHING. is approved editorial copy, not a broadcast quotation or a measured audience claim. Artwork approval does not establish rights clearance.